

# Empathy Map

## Start here

1. Begin the exercise with your customer right in the middle of the visualization. Complete the initial customer questions, then work through the four quadrants with these questions as your guide:

What does your customer **think and feel?** What are their hopes and concerns?

What does your customer **hear** about your small business from colleagues and spheres of influence?

What would your customer **see** while engaging your small business on their terms?

What would your customer **say and do** while engaging your business? Does it change in private or public settings?

2. Take time to discuss the four quadrants you've produced. Once you've evaluated the responses as a team, ask these two questions to fill the summary sections:

What are your customer's **pains** and worries when engaging your small business?

What are your customer's **gains** and hopes when engaging your small business?

3. Discuss the two summary sections to determine the biggest insights to come out of the process and finalize the visual representation of your customer's mindset.

[Watch video overview](#)

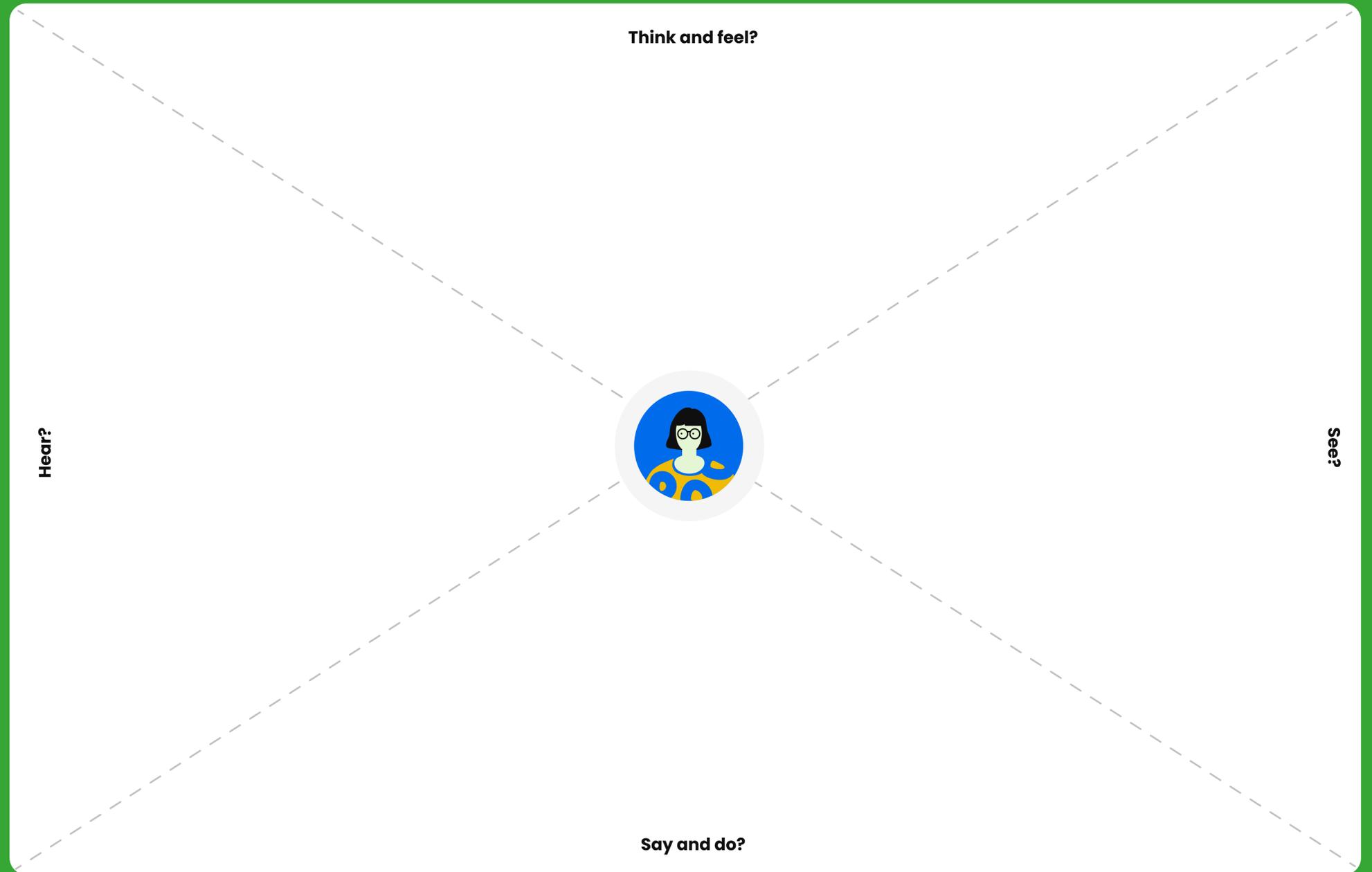


## Your customer

Who are they?

What do they need to succeed?

What are they looking for?



Pains?

Gains?